

Strategic Solutions

for Solo & Small FirmsSM 2009



Join us in Duluth!
August 9-11, 2009
Duluth Entertainment Convention Center



Minnesota Continuing
Legal Education

Co-sponsoring organizations:

11th District Bar Association

MSBA Practice Management and Marketing Section

MSBA Out-state Practice Section

MSBA General Practice, Solo & Small Firm Section

MSBA Paralegal Committee

The Event of the Year for Minnesota Solo & Small Firm Practitioners!

This Year It's More Important Than Ever!

- 1** You'll learn valuable skills and tips to help you survive (or even thrive in) the economic downturn.
- 2** You'll receive many "extra" benefits including a free, 1-year subscription to Minnesota CLE's 90,000-page Online Library; Two \$50 certificates good toward any Minnesota CLE product; A new Summary GuideSM and Legal QuickSheetSM; A valuable annotated document; and more!
- 3** You'll enjoy an extremely fun – and very family friendly – conference, including an opening "Blues" reception, luncheons, a wonderful Duluth harbor cruise and more.
- 4** An optional Sunday program that fulfills most of your ethics and elimination of bias requirements – at an incredibly low price.
- 5** All this, plus a seminar with 40 practice tip-filled sessions on substantive law, business management, fee generating and cost cutting suggestions, technology tips, time-saving ideas – priced way below any comparable 2-day conference.

The Event of the Year

for Minnesota Solo & Small Firm Practitioners

Our Goal – To Make Your Law Practice More Successful and Less Stressful

The practice of law in a solo or small firm setting has many advantages – but it also can be extremely stressful! This conference is designed to provide you with strategies and ideas to help your law practice become more successful, to minimize stress, and to help you have more time to enjoy life.

Now More Than 40 Great Sessions – All on Solo and Small Firm Practice Issues

This year our faculty will present more than 40 sessions giving you the chance to choose those sessions of greatest help to you. You can choose business planning, technology, time management, marketing or substantive law topics. Here's just a sampling:

■ The Technology Learning Lab

This year's conference again features a technology learning lab sponsored by West, a Thomson Reuters business. Here's your opportunity to actually use computers to get hands-on experience with the technology discussed – free software, social media, case management, online research and more. These popular sessions allow you to practice while you are tutored – a great way to learn.

■ The “10 Rules Series” – Sessions You Won't Want to Miss

Don't miss the fabulous *10 Rules Series* presented by Matt Homann – *The 10 Rules of Legal Marketing*, *The 10 Rules of Legal Innovation*, and *The 10 Rules of Client Service*. You'll learn new ideas for gaining and retaining clients – and for making your practice the best it can be. These sessions alone are worth the price of admission.

■ Substantive Legal Sessions

As always, the conference features substantive law sessions, providing you with helpful legal updates and how-to information. You'll enjoy Kent Gernander's *Year in Review*, sessions on family law, business entities, contracts, non-profits, pre-trial practice, consumer bankruptcy and much more. Our expert faculty will provide a wealth of practical knowledge. Don't miss out on these great sessions.

■ Just for Solos

We are also introducing a series of courses we call “*Just for Solos*.” These sessions focus specifically on solo practice and how it can be enhanced. (Just a note – these sessions are open to everyone – and valuable to everyone – despite being targeted for solos.)

And so much more!

Two of the Very Best Reasons to Attend This Year's Conference

This year's keynote speakers are **Matthew Homann** from St. Louis and **David Bilinsky** from Vancouver.

Matthew Homann

LexThink founder Matthew Homann is a lawyer, mediator, writer, speaker and entrepreneur who has built an international reputation as an innovative and passionate thinker about changing the practice of law in ways that benefit both lawyers and clients.

Described as an “Innovational Speaker,” Matthew regularly talks about innovative billing strategies, creative marketing techniques, proven customer-service principles, and cutting-edge ideas from other industries and professions with audiences around the world.

David Bilinsky

David J. Bilinsky is the Practice Management Advisor for the Law Society of British Columbia. He combines his law and math/computer science degrees and subsequent MBA in focusing on law practice management issues emphasizing strategic planning, finance, productivity and career satisfaction for lawyers.

Dave is the author of *Amicus Attorney in One Hour for Lawyers* (ABA) and he has contributed to several books including *Flying Solo, a Survival Guide for the Solo Lawyer*, *Law Office Procedures Manual for Solos and Small Firms* and *Managing Your Law Firm*.



Register today! 651-227-8266 • 800-759-8840 • www.minn

Your Family is Welcome to Join You at Our Great Social Events!

We want your family to come – just let us know and they're welcome to join us at the Sunday and Monday evening special events, and at both luncheons. This year's Sunday night event includes a "Blues Festival Reception" at Grandma's Sports Garden – you'll have a ball! Monday night features the always-popular harbor cruise! This conference mixes a great learning opportunity with a wonderful family time. After all, they say learning should be fun – and we intend to make it that way.

Register Now and Receive These Extra Benefits!

In addition to an amazing conference at an incredibly low price, we've gone over the top in providing additional benefits you won't find at any other program. Here are just some of the added benefits you'll receive:

- A **free 1-year subscription to the Minnesota CLE Online Library** (a \$395 value). The Online Library now contains more than 90,000 pages of materials and more than 1,300 forms. Searchable by keyword, course, subject, and author, it is an incredibly valuable research tool.
- A **\$50 coupon** for use at the conference – good for the purchase of any Minnesota CLE product.
- An **additional \$50 coupon** for use after the conference toward any Minnesota CLE course or publication. You can even apply it toward our Season PassSM!
- Our terrific annotated document – the **"Partnership Agreement" Document Made Easy**.
- Our **Employment Law Statutory Deskbook on CD-ROM**. This valuable product is fully searchable and helps you quickly find the employment law statute or regulation you need – plus cites to the key employment cases with controlling law – both federal and state.
- A **free 4-month subscription to our CLEPro Probate Document System**. This amazing product makes probate practice a snap. It's easy, fast, accurate and uses the court approved forms. It is the best product on the market for anyone who does any probate work.
- Our newly revised **"Mortgage Foreclosure" Summary GuideSM**.
- Our new **"Choice of Entity" Legal QuickSheetSM**.

There is simply no other conference that provides as much and charges so little. It is a great valuable learning experience – the very best networking opportunity filled with benefits no other course can match. And it is guaranteed to be big fun for you and your family.

"This conference makes you feel that you are not alone out there as a solo practitioner! Great networking opportunities. Very helpful and family friendly. The setting is beautiful and makes getting CLE credits fun!"

– 2008 Attendee



"This is simply the best time ever. Great colleagues, great sessions, great food and great family time in one package for a price that can't be argued with!"

– 2008 Attendee

Optional Pre-Conference Bonus Workshop

Sunday, August 9

Spend Sunday afternoon with us and take care of most of your special credit requirements. Participate in the following two interesting and interactive workshops and receive 2.0 ethics credits and 2.0 elimination of bias credits.

This optional bonus workshop will be held at the **Holiday Inn Hotel & Suites** located at 200 West First Street in Duluth. Check-in begins at 11:30 a.m.

Ethics for Solo and Small Firm Lawyers

– Eric T. Cooperstein

The Business Case for Diversity

– Roy S. Ginsburg

At-a-Glance: August 10

8:40 – 9:25 a.m.

PLENARY

OPENING ADDRESS

10 Rules of Legal Innovation

Innovation strategies to help you survive and succeed.



Matthew Homann

LexThink LLC
St. Louis, Missouri

LexThink founder and practicing attorney

9:30 – 10:30 a.m.

BREAKOUT A

1. **Selecting the Right Business Entity – For Your Clients or Your Practice**

2. **Managing Your Next Case Pre-Trial With Ease – Pleadings, Discovery and More**

3. **10 Rules of Great Client Service**

4. **The Do's and Don'ts of Starting Your Own Practice**

BACK BY POPULAR DEMAND!

5. **Doing Tech Right: The Basics of Law Office Technology 2009**

6. **WEST Tech Lab – Productivity Tools and Services**

11:00 a.m. – 12:00 p.m.

BREAKOUT B

7. **Drafting and Negotiating Contracts**

8. **The Year in Review**

9. **Retirement Planning in the New World...Planning with a Purpose!**

BACK BY POPULAR DEMAND!

10. **UR@RISK: Malpractice and Ethics for the Small Firm Practitioner**

1.0 ethics credit applied for

11. **Why Electronic Use Policies Matter!**

12. **WEST Tech Lab – Social Media Demonstration**

12:00 – 1:00 p.m. **LUNCH (PROVIDED)**
With Optional Roundtable Discussions and "Speed Networking"

1:00 – 1:45 p.m.

PLENARY

10 Rules of Law Firm Billing

Where ethics and good business practices meet. Breaking away from old models.



Matthew Homann

LexThink LLC
St. Louis, Missouri

At-a-Glance: August 11

8:45 – 9:45 a.m.

PLENARY

Practicing in Troubled Times – How to Make Smart Business Decisions That Will Improve Your Bottom Line

In tough economic times it is more important than ever for you to understand your finances and watch your bottom line. Where are your billings and receipts coming from, and what are you spending money on? How can you analyze the business aspects of your legal practice and gain insights on your firm's cash flow, lawyer productivity, billing realization rates and other measures and use this information to improve revenue, increase efficiency, decrease costs and, ultimately, help you make more money. These suggestions are especially useful during the current economic downturn.



David Bilinsky

Law Society of British Columbia
Vancouver, British Columbia

Attorney and Practice Management Advisor for the Law Society of British Columbia

10:15 – 11:15 a.m.

BREAKOUT E

25. **The Basics of Criminal Practice**

26. **Developing Your Niche – How to Create a Niche Practice in a Solo/Small Firm**

27. **Winding Down Your Practice – At Some Point We All Quit Practicing Law**
1.0 ethics credit applied for

28. **10 Rules for New Solos**

29. **Security and Privacy in Your Practice in a High-Tech World**

30. **WEST Tech Lab – Productivity Tools and Services**

11:30 a.m. – 12:00 p.m.

PLENARY

President's Address

– *Leo I. Brisbois (invited)*
MSBA President (2009-2010)



Leo I. Brisbois

Stich Angell
Kreidler & Dodge PA
Minneapolis

12:00 – 1:00 p.m. **LUNCH (PROVIDED)**
With Optional Roundtable Discussion – "Is flat rate billing a viable option?"

1:00 – 2:00 p.m.

BREAKOUT F

31. **Representing the Professional**

32. **How to Do a Consumer Bankruptcy**

BACK BY POPULAR DEMAND!

33. **Employment Law Earthquake**

34. **"Wherefore Hard Times"**

35. **Social Media Panel**

36. **WEST Tech Lab – How to Do Legal Research Using the Minnesota CLE Online Library**

1:55 – 2:55 p.m.
BREAKOUT C

3:10 – 4:10 p.m.
BREAKOUT D

4:20 – 4:50 p.m.
PLENARY

13. The Essentials of Non-Profit Law Practice
14. Mediation Skills – Learn From the Experts <i>1.0 ADR credit applied for Hour 1 of a 2-hour session</i>
15. Better Client Communications
16. 10 New Rules of Law Firm Marketing
17. Ethics and Technology – Practicing in a Virtual Office Setting <i>1.0 ethics credit applied for</i>
18. WEST Tech Lab – Case Management Tools

19. Update on Foreclosures, “Short Sales” and Purchases From Foreclosures
20. Mediation Skills – Learn From the Experts <i>1.0 ADR credit applied for Hour 2 of a 2-hour session</i>
21. The Art of Prospecting – Turning Habits Into Dollars
22. The Biggest Problems With Practicing Solo – And How to Overcome Them
23. Parenting Plans – How to Get Everyone on Board
24. WEST Tech Lab – Probate Strategies for The 21st Century

The Pulse of the Profession – Results of the 2009 Solo/Small Firm Economic Survey

The latest economic data – more important than ever in these trying economic times.

- LaVern A. Pritchard
- Karna M. Peters
- Michael J. Ford
- Todd C. Scott

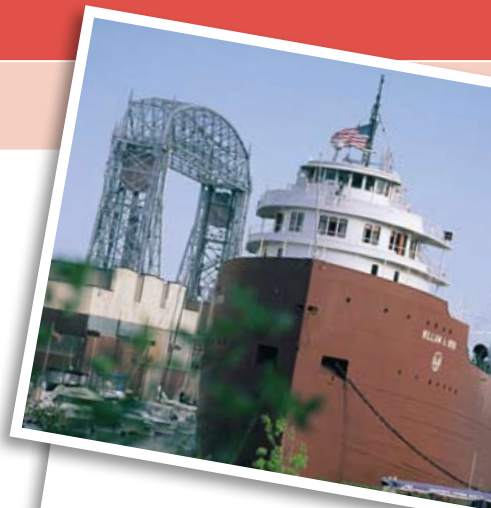


PHOTO CREDIT
Visit Duluth/Sequest Photography
(also cover photo)

*You'll enjoy the conference...
And Duluth!
See you there!*

2:10 – 3:10 p.m.
BREAKOUT G

3:20 – 3:50 p.m.
PLENARY

37. Dealing With Difficult Family Law Clients
38. More Cocktail Law
39. Crisis Intervention and Stress Management in Tough Economic Times <i>1.0 elim. of bias credit applied for</i>
40. Paperless Office
41. WEST Tech Lab – Open Source and Free Legal Practice Software

The Smart Use of Technology to Save Money, Save Time and Provide Better Client Service

In this closing plenary session, Dave Bilinsky will share some of his very best ideas for making use of technology in a law practice. He will show you how to use technology that makes sense, that provides a good return on investment, and that cuts down on administrative headaches – allowing you to focus on the efficient practice of law. With so much hardware and software available, it's hard to know just what you need and how to use it when you get it. This session will focus on indispensable technology for solo and small firm lawyers. Don't miss this incredibly practical advice-giving session.



David Bilinsky
Law Society of British Columbia
Vancouver, British Columbia

“Each year I’ve attended, I leave this conference fired up about the practice of law and serving my clients. The speakers are inspiring, and give you the tips and tools to be the best solo/small firm lawyer you can be.”
– 2008 Attendee

“There are few other CLEs that offer a chance to examine your practice of law, offer you tips at better office technology and efficiency, present substantive programs and welcome families. Not to mention a great location and plenty of laughs!”
– 2008 Attendee

Schedule

Optional Pre-Conference Bonus Workshop

LUNCH PROVIDED

Sunday, August 9 Holiday Inn Hotel & Suites

Spend Sunday afternoon with us and take care of most of your special credit requirements. Participate in these two interesting and interactive workshops and receive 2.0 ethics credits and 2.0 elimination of bias credits.

11:30 – 12:00 p.m.

CHECK-IN FOR OPTIONAL PRE-CONFERENCE WORKSHOP – **Beginning with lunch on us!**

12:00 – 2:00 p.m.

Ethics for Solo and Small Firm Lawyers

This session explores ethics issues which commonly arise for solo and small firm practitioners. Eric Cooperstein will discuss, among other issues, how to ethically market for business, retainer agreements, limiting the scope of representation, reasonable fee issues, collecting fees, and managing client expectations.

– *Eric T. Cooperstein*
Law Office of Eric T. Cooperstein, PLLC
Minneapolis

2:00 – 2:15 p.m.

BREAK

2:15 – 4:15 p.m.

The Business Case for Diversity

Promoting diversity in the legal profession is not only the right thing to do, it's also good for business. This session explains both the financial and practical benefits of diversity. You will learn that:

- Diverse firms attract and retain high quality attorneys, reduce turnover, create a productive work environment, and enhance business development efforts.
- More corporate clients are demanding that women and minority attorneys be assigned to their work.
- Women and minority attorneys are becoming increasingly successful as rainmakers.
- And much more!

– *Roy S. Ginsburg*
Roy S. Ginsburg, JD
Minnetonka

Minnesota CLE is applying to the Minnesota State Board of CLE for **2.0 ethics credits** for the 12:00 session and **2.0 elimination of bias credits** for the 2:15 session.

Sunday, August 9

5:30 – 8:30 p.m.

“Backstage at the Blues Festival” – Opening Event at Grandma’s Sports Garden

Live music and great food in a perfect family-friendly setting. Go “back stage” at the world famous Bayfront Bluesfest as Bluesfest musicians perform just for our group.

sponsored by



Grandma’s Sports Garden is located at 425 South Lake Avenue.

Monday, August 10

Duluth Entertainment Convention Center

7:30 – 8:30 a.m.

CHECK-IN & CONTINENTAL BREAKFAST AT THE DECC

8:30 – 8:40 a.m.

CONFERENCE INTRODUCTION

8:40 – 9:25 a.m.

Opening Address

10 Rules of Legal Innovation

Innovation strategies to help you survive and succeed.

– *Matthew Homann; St. Louis, Missouri*
LexThink founder and practicing attorney

9:30 – 10:30 a.m.

Breakout Session A

1. Selecting the Right Business Entity – For Your Clients or Your Practice

Learn the pros and cons of S-Corps, partnerships, limited partnerships, LLCs and LLPs. Factors to be discussed include formation requirements, tax implications, liability issues and more.

– *J. Patrick Plunkett*

2. Managing Your Next Case Pre-Trial With Ease – Pleadings, Discovery and More

– *Phillip Gainsley*

3. 10 Rules of Great Client Service

Your professional responsibility and a sound business strategy.

– *Matthew Homann; St. Louis, Missouri*

4. The Do’s and Don’ts of Starting Your Own Practice

BACK BY POPULAR DEMAND!

A practical look at how to start a practice without flying by the seat of your pants. Learn tips relating to purchasing, advertising, controlling costs, selecting office space, choosing technology and organizing your new practice.

– *Leonard B. Segal*

5. Doing Tech Right: The Basics of Law Office Technology 2009

Times have changed and so have the technology systems available to law firms. In this fast-paced program, IT personnel will share with you tech tips for shopping for technology online and finding the deals, choosing the right vendors, making the right choices for telecommunications, networking (including wireless) and connecting remotely using portable technology – all of this on a small firm budget!

– *Todd C. Scott & Clint W. Lechner*

6. WEST Tech Lab

Productivity tools and services that can help firms increase efficiency and profitability.

– *Presenter from*
West, a Thomson Reuters business

10:30 – 11:00 a.m.

NETWORKING & EXHIBITOR BREAK

11:00 – 12:00 p.m.

Breakout Session B

7. Drafting and Negotiating Contracts

Learn effective drafting and negotiating strategies, how to find and deal with hidden traps in any contract involving limitation of damages and liability, cancellation, change orders and more.

– *J. Patrick Plunkett*

8. The Year in Review

60 minutes of interesting things you ought to know about cases, legislation, rulings and judicial appointments.

– *Kent A. Gernander*

A BIG thank you to our Special Sponsors



WEST.

A Thomson Reuters business

9. Retirement Planning in the New World...Planning with a Purpose!

BACK BY POPULAR DEMAND!

Bob and Justin will expand on last year's session and look at how perspectives, attitudes and planning have changed since 2008. We have learned that the old rules do not always remain the standard. The session will look at how to create a plan that allows you to plan, invest and retire with confidence.

– Robert Strommen & Justin Rutar

10. UR@RISK: Malpractice and Ethics for the Small Firm Practitioner

1.0 ethics credit applied for

Learn the most common mistakes that lawyers make and how you can avoid them. This panel of experts will examine frequent (and expensive) claims asserted against practitioners in the areas of real estate, family law, personal injury, probate, and corporate business law. Find out how an understanding of the rules of ethics and applying them in your everyday practice can help you avoid everyday errors made by small firm lawyers.

– Steven G. Brady, CEO
Minnesota Lawyers Mutual Ins. Co.
– Timothy J. Gephart, VP Claims
Minnesota Lawyers Mutual Ins. Co.
– Todd C. Scott, VP Member Services
Minnesota Lawyers Mutual Ins. Co.

11. Why Electronic Use Policies Matter!

The legal dangers of inappropriate communications, online etiquette and more.

– Teresa M. Thompson

12. WEST Tech Lab – Social Media Demonstration

– Peter H. Berge & Samuel J. Glover

12:00 – 1:00 p.m.

LUNCH (provided to registrants & their families)

With Optional Solo/Small Firm List-Serve Roundtable Discussions and "Speed Networking"

Optional Event for Your Family

Tour the Great Lakes Aquarium at a special group rate.

Depart immediately following lunch at 1:00 p.m. for a 1:15 p.m. tour.

1:00 – 1:45 p.m. Plenary Session

10 Rules of Law Firm Billing

Where ethics and good business practices meet. Breaking away from old models.

– Matthew Homann; St. Louis, Missouri

1:55 – 2:55 p.m.

Breakout Session C

13. The Essentials of Non-Profit Law Practice

The new IRS Form 990; key policies and practices; new disclosure requirements. Sample policies will be included.

– J. Patrick Plunkett

14. Mediation Skills – Learn From the Experts

1.0 ADR credit applied for Hour 1 of a 2-hour session

During this first hour, experts will demonstrate important mediation procedures and strategies using a fact situation, discussing why and how to mediate correctly.

– Richard L. Pemberton & Others

15. Better Client Communications

Kent Gernander returns to demonstrate better, more effective ways to work with your clients using another set of great client communication forms from his newly published *Client Relations Deskbook*.

– Kent A. Gernander

16. 10 New Rules of Law Firm Marketing

Legal marketing has changed. Find out how!

– Matthew Homann; St. Louis Missouri

17. Ethics and Technology – What You Need to Know When Practicing in a Virtual Office Setting

1.0 ethics credit applied for

– Eric T. Cooperstein

18. WEST Tech Lab – Case Management Tools

– Todd C. Scott

3:10 – 4:10 p.m.

Breakout Session D

19. Update on Foreclosures, "Short Sales" and Purchases From Foreclosures

A review of the important developments in Minnesota foreclosure law, plus a guide to helping client's sell or purchase foreclosure property including "short" sales.

– Jennifer L. Carey

20. Mediation Skills

1.0 ADR credit applied for Hour 2 of a 2-hour session

In this second hour, mediation experts will evaluate and discuss the demonstration mediation conducted during the first hour.

– Richard L. Pemberton & Others

21. The Art of Prospecting – Turning Habits Into Dollars

If you really want to grow your law practice and earn more fees, take the time to learn the habits and best practices of top "prospectors" around the country. Join Tom Driscoll, a nationally renowned expert on marketing and selling professional

services. Tom is the former CEO of ONCOR International and currently a Senior Vice President at CB Richard Ellis. (This session does not qualify for CLE credit due to the sales/advertising nature of the topic.)

– Thomas D. Driscoll, Esq.

22. The Biggest Problems With Practicing Solo – And How to Overcome Them

How to stay organized – important tips for solo practitioners.

– Phillip Gainsley

23. Parenting Plans – How to Get Everyone on Board

Tips on how to convince your client to invest in the extra time of a parenting plan. Tactics to use to convince opposing attorneys to use parenting plans. Situations where a parenting plan is not the best way to go – the pros and cons.

– Jason C. Kohlmeyer & Cheryl M. Prince

24. WEST Tech Lab – Probate Strategies for The 21st Century

Automating your probate practice using Minnesota CLEPro. A hands-on opportunity to test for yourself how accurate, efficient and easy to use the Minnesota CLEPro Probate Document Assembly System and Probate Forms really are.

– Holly Garland Langworthy

4:20 – 4:50 p.m.

Plenary Session

The Pulse of the Profession – Results of the 2009 Solo/Small Firm Economic Survey

The latest economic data – more important than ever in these trying economic times.

– LaVern A. Pritchard, Karna M. Peters, Michael J. Ford & Todd C. Scott

5:30 – 9:30 p.m.

Harbor Cruise – Welcome Aboard!

Complete your first day with a Duluth Harbor Cruise aboard the Vista Fleet – cocktails and snacks for registrants and families. Family members welcome, with prior reservations.

TICKETED EVENT

Sailings at 5:30, 6:00 and 8:00



Schedule (cont.)

Tuesday, August 11

7:45 – 8:45 a.m.

CONTINENTAL BREAKFAST AT THE DECC

8:45 – 9:45 a.m.

Plenary Session

Practicing in Troubled Times – How to Make Smart Business Decisions That Will Improve Your Bottom Line

In tough economic times it is more important than ever for you to understand your finances and watch your bottom line. Where are your billings and receipts coming from, and what are you spending money on? How can you analyze the business aspects of your legal practice and gain insights on your firm's cash flow, lawyer productivity, billing realization rates and other measures and use this information to improve revenue, increase efficiency, decrease costs and, ultimately, help you make more money. These suggestions are especially useful during the current economic downturn. This is a "can't miss" session.

– *David Bilinsky; Vancouver, British Columbia Attorney and Practice Management Advisor for the Law Society of British Columbia*

9:45 – 10:15 a.m.

NETWORKING & EXHIBITOR BREAK

10:15 – 11:15 a.m.

Breakout Session E

25. The Basics of Criminal Practice

Learn new strategies that can save time and get better results for your criminal clients.

– *Frederic K. Bruno*

26. Developing Your Niche – How to Create a Niche Practice in a Solo/Small Firm

In other words, how to have a solo or small firm in which you don't have to take everything that comes in the door. As a solo or small firm attorney, the temptation is to say yes to every potential client who can pay your fee. You do not need to do that to have a successful practice.

– *Leonard B. Segal*

27. Winding Down Your Practice – At Some Point We All Quit Practicing Law

1.0 ethics credit applied for

The end of your practice, however, does not mean the end of your ethical responsibility. Discussion will include ethical issues that arise

when closing a practice and practical advice about how to prepare for and execute the winding down of a legal practice.

– *Eric T. Cooperstein & Paul M. Floyd*

28. 10 Rules for New Solos

Going solo can be tough. Whether you are just starting out or leaving a firm, here are ten suggestions to help you. This session is designed to enhance your development and performance as a solo. Feel better about your new practice.

– *Matthew Homann; St. Louis, Missouri*

29. Security and Privacy in Your Practice in a High-Tech World

Lawyers often adopt technologies without fully realizing the risks that go along with the technology. Prudent lawyers need to know where the traps lie and how to practice safe computing in order to avoid committing malpractice via their computer.

– *David Bilinsky; Vancouver, British Columbia*

30. WEST Tech Lab

Productivity tools and services that can help firms increase efficiency and profitability.

– *Presenter from West, a Thomson Reuters business*

11:30 – 12:00 p.m.

Plenary Session

President's Address

– *Leo I. Brisbois (invited)*
MSBA President (2009-2010)

12:00 – 1:00 p.m.

LUNCH (provided to registrants & their families)

With Optional Solo/Small Firm List-Serve Roundtable Discussion – "Is flat rate billing a viable option?"

Optional Event for Your Family

OMNIMAX Theatre showing of "Mysteries of the Great Lakes" at special discounted prices.

Depart immediately following lunch at 12:45 p.m. for a 1:00 p.m. showing.

1:00 – 2:00 p.m.

Breakout Session F

31. Representing the Professional

– *Paul M. Floyd*

32. How to Do a Consumer Bankruptcy

BACK BY POPULAR DEMAND!

How to work with your clients under the new bankruptcy code to complete a chapter 7 or 13 case; obtaining the best possible result; what can be discharged and what cannot.

– *John F. Hedtko*

33. Employment Law Earthquake

ADA Amendments, new FMLA Regulations, and the highly anticipated Employee Free Choice Act are just a few of the many significant developments in employment law during the past few months. This session will discuss these important developments and others, and is a must for every attorney who advises business and employees.

– *Leonard B. Segal*

34. "Wherefore Hard Times"

Join former Supreme Court Justice John Simonett and Richard Pemberton as they discuss life lessons learned when practicing in recessionary times.

– *Justice John E. Simonett & Richard L. Pemberton*

35. Social Media Panel

To Tweet or not to Tweet...Our expert panel will discuss the revolution in social networking sites like LinkedIn, Facebook, Twitter and a glimpse into the future with Google Wave.

– *Samuel J. Glover, Todd C. Scott, Peter H. Berge & David Bilinsky*

36. WEST Tech Lab – How to Do Legal Research Using the Minnesota CLE Online Library

It's efficient, comprehensive and free!

– *Holly Garland Langworthy*

2:10 – 3:10 p.m.

Breakout Session G

37. Dealing With Difficult Family Law Clients

Tactics to use with high maintenance clients; checklists to use when the clients are calling on a daily basis; keeping them happy and paying their bills – how to do the best work for even your toughest family law clients.

– *Jason C. Kohlmeyer*

38. More Cocktail Law

More great answers to all those interesting legal questions you're sure to be asked at your next social gathering.

– *Karna M. Peters, Steven L. Reyelts, Cheryl M. Prince & Carolyn Agin Schmidt*

39. **Crisis Intervention and Stress Management in Tough Economic Times – Our Profession and Our Clients**

1.0 elimination of bias credit applied for

This will include a protocol for reaching out to someone who may be suicidal.

– Joan M. Bibelhausen

40. **Paperless Office**

There are so many advantages to going paperless. It is safer, more secure, more efficient and of course, greener. Eric Cooperstein will discuss how to integrate a paperless routine into your office to better serve your clients, better comply with your ethical obligations of confidentiality and security, and run your practice more efficiently.

– Eric T. Cooperstein

41. **WEST Tech Lab – Open Source and Free Legal Practice Software**

– Samuel J. Glover

**3:20 – 3:50 p.m.
Plenary Session**

The Smart Use of Technology to Save Money, Save Time and Provide Better Client Service

In this closing plenary session, Dave Bilinsky will share some of his very best ideas for making use of technology in a law practice. He will show you how to use technology that makes sense, that provides a good return on investment, and that cuts down on administrative headaches – allowing you to focus on the efficient practice of law. With so much hardware and software available, it's hard to know just what you need and how to use it when you get it. This session will focus on indispensable technology for solo and small firm lawyers. Don't miss this incredibly practical advice-giving session.

– David Bilinsky; Vancouver, British Columbia

3:50 p.m.
CONFERENCE ADJOURNS

*But your fun in
Duluth continues...
See you next year!*

**A BIG thank you to
our Special Sponsors**



A Thomson Reuters business

Faculty & Planners

member of planning committee

CONFERENCE CHAIR:

Kent A. Gernander
Streater & Murphy PA
Winona

Charles H. Andresen
Andresen & Butterworth PA
Duluth

Peter H. Berge
Minnesota CLE
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GENERAL INFORMATION

CREDITS

Pre-Conference Workshop:

Minnesota CLE is applying to the Minnesota State Board of CLE for **2.0 ethics credits** for the 12:00 session and for **2.0 elimination of bias credits** for the 2:15 p.m. session.

Strategic Solutions for Solo and Small FirmsSM 2009:

Minnesota CLE is applying to the Minnesota State Board of CLE for **11.0 total CLE credits**. We anticipate some sessions in this conference may be limited to law office management credit due to their practice management nature. Session #21 does not qualify for CLE credit due to the sales/advertising nature of the topic. We've also applied for the following special credits:

- **1.0 ethics credit each for sessions #10, #17 and #27**
- **1.0 elimination of bias credit for session #39**
- **1.0 ADR credit each for sessions #14 and #20**

The maximum number of total credits attendees may claim for this course is **11.0 credits**.

ACCOMMODATION

If you have a disability and need an accommodation in order to attend, please contact us as soon as possible. Contact Minnesota CLE at 2550 University Avenue West, Suite 160-S, Saint Paul, MN 55114 or call 651-227-8266 or 800-759-8840.

CANCELLATION POLICY

Paid registrants who cancel their registration at least 72 hours before the program will receive a full credit on their account; if fewer than 72 hours a \$25 administrative fee will be deducted.

QUESTIONS?

Please Call Minnesota CLE at **651-227-8266** or **800-759-8840**. Or visit us at www.minncle.org.

4 EASY WAYS TO REGISTER!



MAIL TO:

Minnesota CLE
2550 University Avenue West
Suite 160-S
St. Paul, MN 55114



FAX TO:

Minnesota CLE at
651-227-6262



GO ONLINE:

www.minncle.org



OR CALL:

Minnesota CLE at
651-227-8266 or 800-759-8840



CONFERENCE LOCATION



Duluth Entertainment Convention Center

350 Harbor Drive
800-628-8385 • 218-722-5578
<http://www.duluthconventioncenter.com/>

PRE-CONFERENCE LOCATION



Holiday Inn Hotel & Suites Downtown Waterfront

200 West First Street
800-477-7089 • 218-722-1202
<http://www.hiduluth.com/>

MAKE HOTEL RESERVATIONS EARLY!

Duluth is the hot spot in the summer and locating hotel accommodations can be challenging. To help, Minnesota CLE has reserved room blocks at a number of hotels at reduced rates for course attendees. Act soon, because at these prices, these rooms will fill up quickly! Be sure to mention you are with the Minnesota CLE Strategic Solutions for Solo and Small Firms course when you make your reservations. Rates expire on July 15, 2009. Make your reservations now!



Holiday Inn Hotel & Suites Downtown Waterfront \$99 (Saturday, Sunday, Monday)

200 West First Street
800-477-7089 • 218-722-1202
<http://www.hiduluth.com/>



The Inn on Lake Superior \$142 (Sunday, Monday)

350 Canal Park Drive
888-668-4352 • 218-726-1111
<http://theinnonlakesuperior.com/>



Canal Park Lodge \$199 (Saturday, Sunday, Monday)

250 Canal Park Drive
800-777-8560 • 218-279-6000
<http://www.canalparklodge.com/>



Sheraton Duluth Hotel \$155 (Saturday, Sunday, Monday)

301 East Superior Street
888-627-8122 • 218-733-5660
<http://www.sheraton.com/duluth/>

REGISTRATION FORM

Strategic Solutions for Solo and Small FirmsSM 2009

August 9-11, 2009
 Duluth Entertainment Convention Center
 (Sunday pre-conference program at Holiday Inn Hotel & Suites)

Satisfaction Guaranteed!
 We are so confident that this will be a great learning experience for you (and a ton of fun) that we are offering a complete money-back guarantee. If you are not completely satisfied, we will cheerfully refund your registration fee. You've got nothing to lose!

1 Strategic Solutions for Solo and Small FirmsSM 2009

PLEASE "✓" APPROPRIATE BOX:

- \$295 MSBA member
- \$295 paralegal / legal assistant
- \$345 standard rate
- I have a Minnesota CLE Season PassSM.
Pass # _____

NEW LAWYER DISCOUNT:

- I was first admitted to the bar after August 9, 2006, and have deducted \$60 from the registration fee marked at left.

2 Pre-Conference Workshop

PLEASE "✓" APPROPRIATE BOX:

- \$55 for those registered for Strategic Solutions for Solo and Small FirmsSM 2009
- \$195 for those not registered for Strategic Solutions for Solo and Small FirmsSM 2009
- I have a Minnesota CLE Season PassSM. Pass # _____

3 "Backstage at the Blues Festival" – Opening Event at Grandma's Sports Garden

NUMBER ATTENDING:

You and Your Immediate Family (free of charge):

Other Guests You will be Bringing (\$35 each):
 (Add to tuition payment(s) in "total enclosed" below.)

4 Harbor Cruise

NUMBER ATTENDING:

You and Your Immediate Family (free of charge):

Other Guests You will be Bringing (\$35 each):
 (Add to tuition payment(s) in "total enclosed" below.)

CHOOSE A SAILING TIME:

- 5:30 p.m.
- 6:00 p.m.
- 8:00 p.m.

TOTAL ENCLOSED IS \$ _____ BY:

- Check (payable to Minnesota CLE)
- VISA MasterCard Discover AmEx

Card No. _____

Expiration _____

Signature _____

5 Please "✓" Your Breakout Session Choices:

- SESSION A: #1 #2 #3 #4 #5 #6
- SESSION B: #7 #8 #9 #10 #11 #12
- SESSION C: #13 #14 #15 #16 #17 #18
- SESSION D: #19 #20 #21 #22 #23 #24
- SESSION E: #25 #26 #27 #28 #29 #30
- SESSION F: #31 #32 #33 #34 #35 #36
- SESSION G: #37 #38 #39 #40 #41

Check here if address below is new.

Name (first) _____ (mi) _____ (last) _____

Firm _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

E-mail _____

Attorney License No. (if applicable) _____

WHAT IS THE SIZE OF YOUR FIRM?

- Solo
- 2 – 5
- 6 – 10
- 11 or more

6 2 Optional Events Just for Your Family!

Let us know the numer in your family that will be attending the following events:

■ **Monday, August 10 (1:15 p.m. tour)** → **SPECIAL GROUP RATE:**
Great Lakes Aquarium Tour
 \$9.00 adults
 \$5.00 children 3-17
 FREE children under 3
 _____ person(s) from my family will be attending

■ **Tuesday, August 11 (1:00 p.m. show)** → **SPECIAL GROUP RATE:**
OMNIMAX Theater Showing of "Mysteries of the Great Lakes"
 \$4.50 adults
 \$3.50 children
 _____ person(s) from my family will be attending

Payment is required at the event, at the special group rates that are listed above.



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State Bar
Association

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DATED MATERIAL — PLEASE EXPEDITE!

“ This is one of the best CLE endeavors I’ve attended in terms of practical application of subject matter to a small practice. Involving the family is a huge plus. These facts and the price made it a “not-to-be-missed” event for me. ”

— Past Attendee

Strategic Solutions for Solo & Small FirmsSM 2009

Sunday-Tuesday, August 9-11, 2009
Duluth Entertainment Convention Center

Strategic Solutions is a great bargain!

Here’s a quick snapshot of the tremendous value you receive.

Minnesota CLE 2-day conferences generally cost (for MSBA members) between \$395 and \$675. Strategic Solutions is only \$295. Save hundreds compared to other 2-day conferences. In addition you get:

1-Year Online Library Subscription	\$ 395
4-Month CLEPro Subscription	\$ 135
Employment Law Statutory Deskbook CD-ROM	\$ 135
Document Made Easy, Summary Guide SM and Legal QuickSheet SM	\$ 140
Two \$50 Coupons	\$ 100

Added Value **\$905**

Plus:

- Sunday night “Backstage at the Blues Festival” Opening Event at Grandma’s Sports Garden for you and your family
- Monday night harbor cruise for you and your family
- Lunches both days for you and your family
- 2 special events just for your family